

**Pengaruh Kualitas Produk dan Harga Terhadap Keputusan
Pembelian dan Dampaknya terhadap Loyalitas Pelanggan Surat
Kabar Harian Suara Merdeka di Kota Semarang**

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ABSTRAK

Tujuan dari penelitian ini adalah mengetahui pengaruh kualitas produk dan harga terhadap loyalitas pelanggan melalui keputusan pembelian. Objek yang dipilih pada penelitian ini adalah Surat Kabar Harian Suara Merdeka di Kota Semarang. Adapun sampel dalam penelitian ini ditentukan dengan metode Purposive Sampling yang kemudian didapat sampel sebanyak 100 responden dari pelanggan aktif surat kabar harian Suara Merdeka di kota Semarang. Data pada penelitian ini diperoleh dengan metode kuesioner yang diisi secara mandiri. Analisis yang digunakan dalam penelitian ini menggunakan metode analisis Regresi Linier Berganda dan Analisis Jalur. Hasil dari penelitian ini membuktikan dan memberi kesimpulan bahwa: (1) kualitas produk berpengaruh positif dan signifikan terhadap keputusan pembelian, (2) harga berpengaruh positif dan signifikan terhadap keputusan pembelian, (3) kualitas produk berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (4) harga berpengaruh positif dan signifikan terhadap loyalitas pelanggan, (5) keputusan pembelian berpengaruh positif dan signifikan terhadap loyalitas pelanggan.

Kata Kunci : kualitas produk, harga, keputusan pembelian, loyalitas pelanggan

**The Effect of Product Quality and Price on Purchasing Decision and
the Impact on Customer Loyalty of Suara Merdeka Daily Newspaper
in Semarang City**

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ABSTRACT

The purpose of this research is to examine the effect of product quality and customer loyalty through purchasing decisions. The object chosen in this research is Suara Merdeka Daily Newspaper in Semarang City. The sample in this research is determined by purposive sampling method which then obtained the sample as much as 100 respondents from the active customers of Suara Merdeka daily newspaper in Semarang city. The data in this research were obtained by questionnaire method that filled in independently. The analysis that used in this research is multiple linear regression analysis and path analysis. The result of this research prove and conclude that: (1) product quality has a positive and significant effect on purchasing decision, (2) price has a positive and significant effect on purchasing decision, (3) product quality has a positive and significant effect on customer loyalty, (4)) Price has a positive and significant effect on customer loyalty, (5) purchasing decision has a positive and significant effect on customer loyalty.

Keyword : product quality, price, purchasing decision, customer loyalty